

IN THE CLAIMS

Please amend claims 1 – 35 to read as shown below:

Change to:

1. (currently amended)(~~amended~~) ~~A computer-readable medium having sequences of instructions stored therein, which when executed cause the processors in a plurality of computers that have been connected via a network to perform a business activity management method, comprising:~~ A method for optimizing a selection of risk management activities based upon maximizing an enterprise market value within a given risk management budget, wherein said method comprises the following steps: identifying and measuring a plurality of risks; identifying at least one risk management activity based upon said risks; determining an optimal combination of risk management activities that has a maximum market value based upon the determining step.

~~integrating organization-related data;~~

~~identifying transaction measures with impact on one or more aspects of organization financial performance using at least a portion said data;~~

~~modeling organization financial performance using said measures as required to identify changes in transactions that will optimize one or more aspects of organization financial performance, and~~

~~implementing changes in business activities that will generate said changes.~~

2. (currently amended)(~~original~~) ~~The computer-readable medium of claim 1 where the method further comprises making the list of changes and business activities available for review and use via a paper document or electronic display. The method according to claim 1 wherein an enterprise market value further comprises one or more categories of value selected from the group consisting of an enterprise current operation value, an enterprise real option value, an enterprise market sentiment value and combinations thereof.~~

3. (currently amended) (~~original~~) ~~The computer-readable medium of claim 1 where an organization is a single product, a group of products, a division, a company, a multi company corporation or a value chain. The method according to claim 1, wherein a risk management activity is selected from the group consisting of establishing one or more~~

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risk management control systems, completing one or more risk transfer transactions and combinations thereof.

4. (currently amended) (amended) ~~The computer readable medium of claim 1 where data is aggregated using a xml and a common schema. The method according to claim 4, wherein establishing each of one or more risk management control systems further comprises identifying a risk reduction activity and optionally implementing said activity in an automated fashion.~~

5. (currently amended) (amended) ~~The computer readable medium of claim 1 where organization related data is obtained from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems, risk management systems, the Internet, external databases, user input and combinations thereof. The method according to claim 4, wherein completing one or more risk transfer transactions further comprises completing activities selected from the group consisting of insurance purchases, derivate transactions, and combinations thereof.~~

6. (currently amended) (original) ~~The computer readable medium of claim 1 where the transaction measures are selected from the group consisting of transaction ratios, time lagged transaction ratios, transaction trends, time lagged transaction trends, transaction averages, time lagged transaction averages, transaction data, time lagged transaction data, transaction patterns, time lagged transaction patterns, geospatial transaction measures, time lagged geospatial transaction measures, relative rankings, time lagged relative rankings, internet links, time lagged internet links, transaction frequencies, time lagged transaction frequencies, transaction time periods, time lagged transaction time periods, average transaction time periods, time lagged average transaction time periods, cumulative transaction time periods, cumulative transaction time periods, rolling average transaction time period, rolling average transaction time period, cumulative total transactions, time lagged cumulative total transactions, period to period rate of change~~

~~in transactions, time lagged period to period rate of change in transactions and combinations thereof.~~ (amended) The method according to claim 1, wherein identifying and measuring risks further comprises quantifying risk by a category of value where the categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

7. (currently amended) (original) ~~The computer-readable medium of method according to claim 1 where the transaction measures are identified, wherein identifying and measuring risks further comprises quantifying a total risk exposure by a element of value and external factor where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual capital, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.~~

8. (currently amended) (original) ~~The computer-readable medium of claim 1 where the transaction measures are identified by category of value where the categories of value are selected from the group consisting of current operation, real options, market sentiment and combinations thereof. The method according to claim 1, wherein identifying and measuring risks further comprises quantifying specific enterprise risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.~~

9. (currently amended) (amended) ~~The computer-readable medium of method according to claim 1 where that supports the one or more optimization aspects of organization financial performance are selected from the group consisting of revenue, expense, capital change, maximizing a current operation value, maximizing a real option value, maximizing a market sentiment value, maximizing a market value, alliance value, brand value, channel value, customer value, customer relationship value, employee value, intellectual capital value, intellectual property value, partnership value, process value, production equipment value, vendor value, vendor relationship value, current operation minimizing a total enterprise risk, real option risk, market sentiment risk, market risk, alliance risk, brand risk, channel risk, customer risk, customer relationship risk, employee risk, intellectual capital risk, intellectual property risk, partnership risk, process risk, production equipment risk, vendor risk, vendor relationship risk, share price and combinations thereof.~~

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10. (currently amended) (original) ~~The computer-readable medium of claim 1 where the changes in business activities are selected from the group consisting of changes in purchase quantities, changes in purchasing mix, changes in vendors, changes in purchase discounts, changes in product discounts, changes in product pricing, changes in service pricing, changes in service discounts, changes in supply chain management, changes in the organization equity holdings, changes in operating limits for organization systems, changes in process management and combinations thereof. The method according to claim 9 that is optionally completed in an automated fashion using methods selected from the group consisting of quasi monte carlo, genetic algorithm, multi-criteria optimization and linear programming.~~

11. (currently amended) (amended) ~~A business activity management system, comprising:~~

program storage device readable by machine, tangibly embodying a plurality of computerconnected program of instructions executable by a network each with a processor having circuitry machine to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to: perform method steps for performing a management method, comprising:

- ~~integrate organization related data;~~
- ~~identify tangible measures of element and external factor impact on one or more aspects of organization financial performance using at least a portion said data;~~
- ~~model organization financial performance using said measures as required to identify changes by element and external factor that will optimize one or more aspects of organization financial performance;~~
- ~~make the list of changes available for review and optional approval via a paper document or electronic display; and~~
- ~~implement one or more changes in business activities that will generate said changes.~~

preparing data from a plurality of enterprise related systems for use in processing, using a series of multivariate analyses to develop a computational model that identifies a contribution to a market value for a commercial enterprise by a category of value for each of a plurality of elements of value and external factors,

using the computational model to complete one or more useful activities selected from the group consisting of: quantifying a plurality of risks by element of value, quantifying a plurality of risks by category of value, quantifying a plurality of risks by external factor, identifying a target share price for organization common stock, identifying one or more changes that will optimize one or more aspects of enterprise financial performance, calculating a net impact of each element of value on a market value, calculating a value for each element of value, calculating a value for organization common stock and combinations thereof, and displaying one or more results from said one or more useful activities using a paper document or electronic display.

12. (currently amended) ~~(original) The system of claim 11 where the method further comprises making the list of changes and business activities available for review and use via a paper document or electronic display.~~ The program storage device of claim 11 where a plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance managementsystems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems, the Internet and combinations thereof.

13. (currently amended) ~~(original) The system of claim 11 where an enterprise is a single product, a group of products, a division, a company, a multi company corporation or a value chain.~~ The program storage device of claim 11 where the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

14. (currently amended) ~~(amended) The system~~ program storage device of claim 11 where data wherein a categories of value is integrated using xml ~~selected from the group~~

consisting of current operation, real option, market sentiment and a common schemacombinations thereof.

15. (currently amended) (~~amended~~) ~~The system of claim 11 where organization related data is obtained from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems, risk management systems, the Internet, external databases, user input and combinations thereof.~~ The program storage device of claim 11 wherein a series of multivariate analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

16. (currently amended) (~~original~~) ~~The system of claim 11 where the measures are selected from the group consisting of transaction ratios, time lagged transaction ratios, transaction trends, time lagged transaction trends, transaction averages, time lagged~~

~~transaction averages, time lagged transaction data, transaction patterns, time lagged transaction patterns, geospatial transaction measures, time lagged geospatial transaction measures, relative rankings, time lagged relative rankings, internet links, time lagged internet links, transaction frequencies, time lagged transaction frequencies, transaction time periods, time lagged transaction time periods, average transaction time periods, time lagged average transaction time periods, cumulative transaction time periods, cumulative transaction time periods, rolling average transaction time period, rolling average transaction time period, cumulative total transactions, time lagged cumulative total transactions, period to period rate of change in transactions, time lagged period to period rate of change in transactions, composite variables, vectors and combinations thereof.~~ The program storage device of claim 11 wherein a series of multivariate analyses are completed in an automated fashion by learning from the data.

17. (currently amended) ~~(original)~~ The system of claim 11 where the measures are identified by category of value where categories of value are selected from the group consisting of current operations, real options, market sentiment and combinations thereof. (amended) The program storage device of claim 11 wherein a computational model contains a model of current operation financial performance where said current operation model further comprises up to three network component of value models where the elements of value are connected to component of value levels over time and where automated analysis through computational techniques is supported.

18. (currently amended) ~~(amended)~~ The system of claim 11 where the one or more aspects of organization financial performance are selected from the group consisting of revenue, expense, capital change, current operation value, real option value, market sentiment value, market value, alliance value, brand value, channel value, customer value, customer relationship value, employee value, intellectual capital value, intellectual property value, partnership value, process value, production equipment value, vendor value, vendor relationship value, current operation risk, real option risk, market sentiment risk, market risk, alliance risk, brand risk, channel risk, customer risk, customer relationship risk, employee risk, fire risk, earthquake risk, flood risk, weather risk, contingent liabilities, intellectual capital risk, intellectual property risk, partnership risk, process risk, production equipment risk, vendor risk, vendor relationship risk, share price and combinations thereof. (amended) The program storage device of claim 11

wherein a commercial enterprise further comprises a corporation, a multi-enterprise organization or a value chain.

19. (currently amended) ~~(original) The system of claim 11 where changes in business activities are selected from the group consisting of changes in purchase quantities, changes in purchasing mix, changes in vendors, changes in purchase discounts, changes in product discounts, changes in product pricing, changes in service pricing, changes in service discounts, changes in supply chain management, changes in the organization equity holdings, changes in operating limits for organization systems, changes in process management, changes in risk transfer purchases and combinations thereof.~~ (amended) The program storage device of claim 11 wherein one or more aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value, current operation value, real option value, market sentiment value, total risk, risk transfer management, common stock price and combinations thereof.

20. (currently amended) ~~(amended) An interactive financial model that identifies the contribution of business activity and external factors to organization share price.~~ (amended) The program storage device of claim 11 wherein the method further comprises using a computational model to identify changes to one or more enterprise business activities that will optimize one or more aspects of enterprise financial performance where the changes are selected from a group consisting of a change in purchase quantities, a change in purchasing mix, a change in vendors, a change in purchase discounts, changes in product discounts, changes in product pricing, changes in service pricing, changes in service discounts, changes in supply chain management, changes in the organization equity holdings, changes in one or more operating limits for organization systems, changes in process management, changes in risk management and combinations thereof.

21. (currently amended) ~~(original) The model of claim 20 where the contribution of business activity is modeled with one or more transaction metrics.~~ (amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing a data method, comprising:

using metadata mapping to integrate organization related data from a plurality of sources in accordance with a common xml schema to support organization processing.

22. (currently amended) ~~(original) The model of claim 21 where the one or more transaction metrics are selected from the group consisting of transaction ratios, time lagged transaction ratios, transaction trends, time lagged transaction trends, transaction averages, time lagged transaction averages, time lagged transaction data, transaction patterns, time lagged transaction patterns, geospatial transaction measures, time lagged geospatial transaction measures, relative rankings, time lagged relative rankings, internet links, time lagged internet links, transaction frequencies, time lagged transaction frequencies, transaction time periods, time lagged transaction time periods, average transaction time periods, time lagged average transaction time periods, cumulative transaction time periods, cumulative transaction time periods, rolling average transaction time period, rolling average transaction time period, cumulative total transactions, time lagged cumulative total transactions, period to period rate of change in transactions, time lagged period to period rate of change in transactions, composite variables, vectors and combinations thereof.~~ The program storage device of claim 21 where a plurality of sources further comprises sources selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems and combinations thereof.

23. (currently amended) ~~(original) The model of claim 21 where the transaction metrics are key performance indicators.~~ The program storage device of claim 21 where a specification for metadata mapping is established using a metadata and conversion rules window.

24. (currently amended) (amended) ~~The model of claim 20 where the contribution of external factors is determined using one or more tangible measures of external factor impact on aspects of financial performance. The program storage device of claim 21 where at least a portion of data are pre-specified for mapping~~

25. (currently amended) (amended) ~~The model of claim 20 that identifies the value of each of one or more organization elements of value is determined by its net contribution to organization value. The program storage device of claim 24 where a portion of data pre-specified for mapping is selected from the group consisting of component of value data, sub component of value data, known value drivers and combinations thereof.~~

26. (currently amended) (original) ~~The model of claim 25 where the net contribution of an element to organization value is its direct contribution to organization value net of any contribution to the other elements of value and external factors that impact organization value. The program storage device of claim 21 where a plurality of sources further comprise a plurality of relational databases.~~

27. (currently amended) (original) ~~The model of claim 25 where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual capital, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof. The program storage device of claim 21 where the method further comprises converting organization related data to a common data dictionary before storing said data~~

28. (currently amended) (original) ~~The model of claim 27 where brands are selected from the group consisting of a symbol indicating ownership, a symbol indicating source, a device indicating ownership, a device indicating source, mark, hallmark, label, logo, logotype, trade mark, stamp, tag, seal, a distinctive style, model, cut, line, make, pattern, a specific characteristic ascribed to an organization, a specific characteristic ascribed to an organization offering, a specific reputation ascribed to an organization, a specific reputation ascribed to an organization offering, a specific trait ascribed to an organization, a specific trait ascribed to an organization offering and combinations thereof. The program storage device of claim 26 where a common data dictionary defines attributes selected from the group consisting of time periods, units of measure,~~

currencies, elements of value, components of value, risks, organizations and combinations thereof.

29. (currently amended) (original) ~~The model of claim 27 where processes are selected from the group consisting of a series of actions bring about a result, a series changes bringing about a result, a series of functions bringing about a result and combinations thereof.~~ The program storage device of claim 21 where integrated data are stored in tables.

30. (currently amended) (original) ~~The model of claim 20 that supports the optimization of one or more aspects of organization financial performance where the one or more aspects of financial performance are selected from the group consisting of revenue, expense, capital change, current operation value, real option value, market sentiment value, market value, alliance value, brand value, channel value, customer value, customer relationship value, employee value, intellectual capital value, intellectual property value, partnership value, process value, production equipment value, vendor value, vendor relationship value, current operation risk, real option risk, market sentiment risk, market risk, alliance risk, brand risk, channel risk, customer risk, customer relationship risk, employee risk, fire risk, earthquake risk, flood risk, weather risk, contingent liabilities, intellectual capital risk, intellectual property risk, partnership risk, process risk, production equipment risk, vendor risk, vendor relationship risk and combinations thereof.~~ The program storage device of claim 21 where integrated data are stored in tables.

31. (currently amended) (original) ~~The model of claim 20 that supports the optimization of business activities where business activities are selected from the group consisting of purchasing, pricing, process management, supply chain management, risk management, sales, stock price management and combinations thereof.~~ A method for integrating organization systems into an overall financial management system, comprising:

integrating data from a plurality of organization related systems using a common xml schema,

developing a computational model of organization market value using at least a portion of said data that identifies the drivers of organization share price,

identifying one or more changes in operation that will optimize ~~one or more~~ drivers of organization share price using said model, and
implementing said changes in operation by communicating the changes to one or more organization systems.

32. (currently amended) ~~(amended)~~ ~~The model of claim 31 where purchasing activities are selected from the group consisting of changes in purchase quantities, changes in purchasing mix, changes in vendors, changes in purchase discounts, changes in purchase prices, changes in purchase frequency and combinations thereof. The method of claim 31 wherein a computational model of organization market value identifies a contribution to market value for a plurality of elements of value for each of one or more categories of value where the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof and where a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof.~~

33. (currently amended) ~~(new)~~ ~~A method for integrating organization systems into an overall financial management system, comprising~~ The method of claim 31 wherein a computational model of organization market value is developed in an automated fashion by completing a series of multivariate analyses where the multivariate analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values,

calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

~~integrating data from organization related systems using xml and a common schema, developing a model of organization share price using at least a portion of said data, identifying changes in operation that will optimize one or more drivers of organization share price using said model, and implementing said changes in operation by communicating the changes to one or more organization systems.~~

34. (currently amended) (new) The method of claim 3331 where organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems, risk management systems, and combinations thereof.

35. (currently amended) (new) The ~~system~~ method of claim 3331 that where changes in operation are selected from the group consisting of changes in ~~purchasing~~ purchase quantities, changes in ~~pricing~~ purchasing mix, changes in ~~processes~~ vendors, changes in ~~the supply chain~~ purchase discounts, changes in ~~risk~~ product discounts, changes in product pricing, changes in service pricing, changes in service discounts, changes in supply chain management, changes in sales, ~~changes in~~ the organization equity holdings, changes in operating limits for organization systems and combinations thereof.